

In conversation with Hamlins LLP London



hamlins



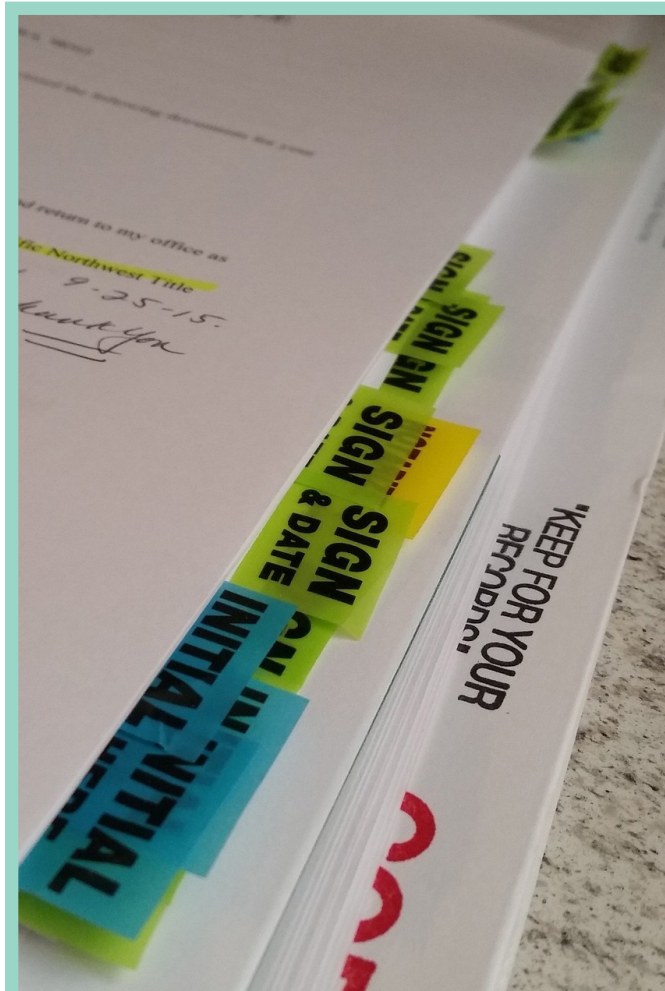
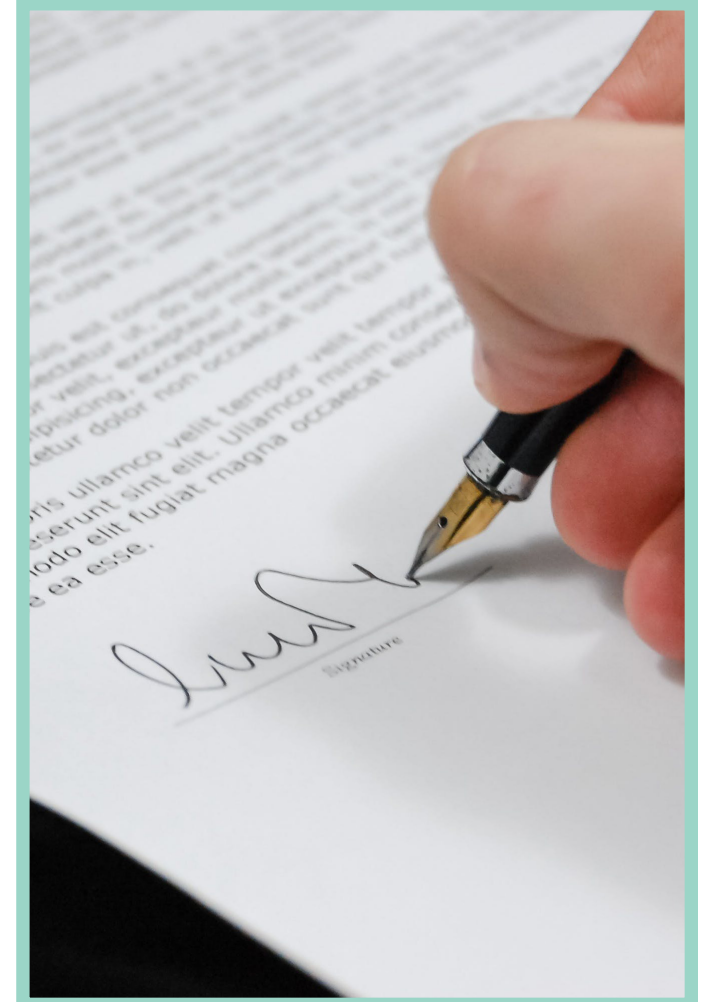
TheMusicLicence



About Hamlins LLP London

Hamblins LLP is a commercial law firm based in London, who specialise in a range of legal matters - including media, digital, real estate, sport, retail and leisure. With decades of experience in multiple sectors, the Hamblins team offer clients a broad range of commercial law expertise, whilst ensuring client care is at the heart of all they do.

Here, Partner in the Entertainment, Media and IP team, Martin Ochs, explains why having TheMusicLicence is important to Hamblins and how the use of background sounds helps to boost the atmosphere and improve the client experience overall.



Q.

Hamlins pride themselves in providing a personal service and putting clients first. How does playing background sounds in the reception area help to enhance this experience and create a more familiar and approachable environment?

A.

Waiting areas are often uninspiring, functional areas where silence can easily turn to awkwardness. Having a television screen within the area adds an area of focus and relieves the silence.



“Waiting areas are often uninspiring, functional areas where silence can easily turn to awkwardness...”



Q.

Hamlins are a commercial law firm based in London, who specialise in a range of areas from real estate to media and sport. How does background sounds help to create a more upbeat working environment and improve staff morale?

A.

The reception desk is set away from the screens, as they are generally more for client use, however, by creating a more comfortable environment for people while they wait helps to improve the atmosphere and in turn adds to everyone's experience overall.

Q.

TheMusicLicence ensures that businesses across all sectors are licensed to use music within their premises. How important is it to the Hamlins that you play licensed music by original artists and support those who create music to ensure they are fairly paid for their work?

A.

As well as time and effort, we put a great deal of investment into getting our client areas just right. The relatively low cost of accessing the full repertoire of licensed music is definitely worth it. The repetitive, and dare I say annoying, tones of piped 'elevator music' would ruin the comforting feel we have tried to create.



Q.

Hamlins choose to use music in reception areas, how important is this for creating the right first impression and do you think the overall feel and atmosphere would be different without it?

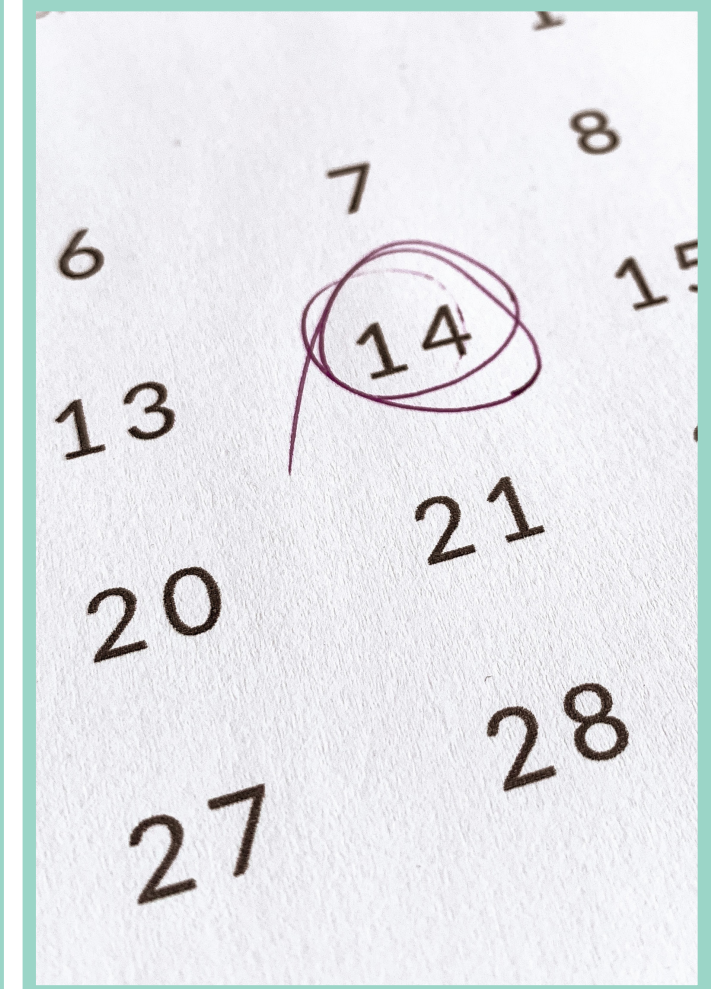
A.

We have received great feedback from our clients and others on the reception and waiting area we have created. In particular, the 'at home feeling' has meant any visitors who might have to wait longer than anticipated do not become frustrated and bored as they have something else to hold their attention.



Q.

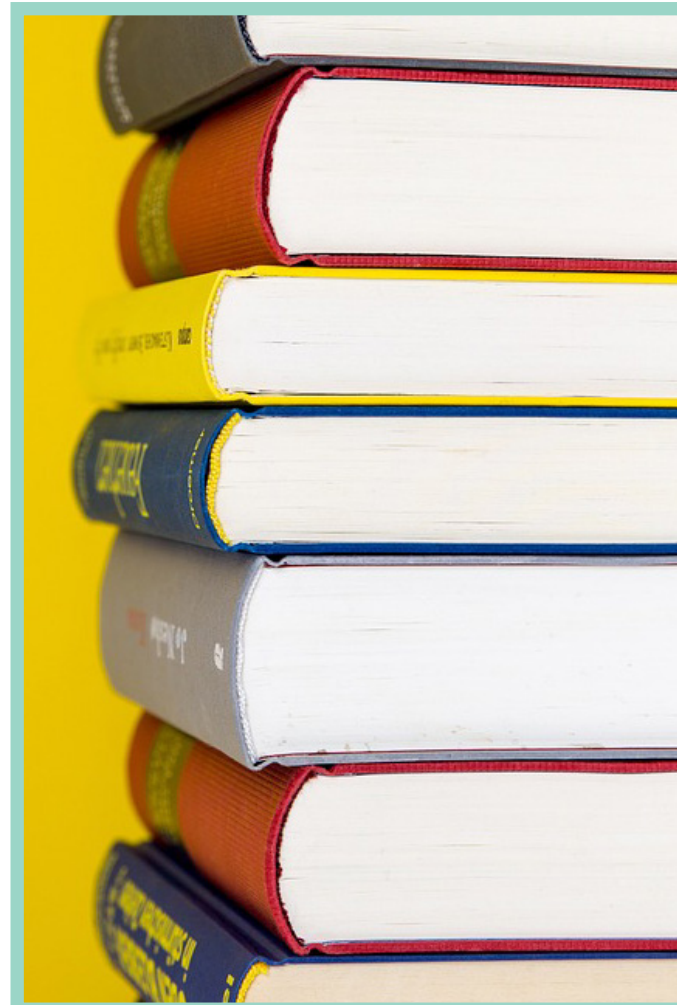
As a professional services business, that needs to keep up with changes and stay ahead, how does using the TV to broadcast background sound help you give Hamlins a more up to date and modern feel?



“We use that area to showcase some of the achieve of our firm and our clients, so getting it right is important...”

A.

We recently moved offices to a new central London address and a great deal of thought and effort went into the design of the waiting area. We use that area to showcase some of the achievements of our firm and our clients, so getting it right is important. The ability for our clients and waiting guests to keep up to date with current affairs is important as well as contributing to a comfortable atmosphere.



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